

Economic interference in French food production

How Americans Fund Animal
Activism in France to Destabilise
Animal Sectors



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LES Z'OMNIVORES

Pour la liberté alimentaire

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Executive summary

The threat posed by environmentalist associations to the French agro-agricultural world and the economic interference that results from it is of prime importance.

This report demonstrates their flagrant use by and for foreign interests, with as the spearhead of American foodtech. Relegated to the rank of minor subject by

Compared to climate change or the competitiveness crisis, this threat is not sufficiently taken into account by the public authorities.

The anti-speciesist movement, the reference ideology of the targeted associations, is part today in an intersectional fight, whose argument is constructed by analogy

with racism and sexism. Of Anglo-Saxon origin, he then became a horse of battle of certain associations in France, including L214, which ensure the dissemination of the anti-speciesist argument.

• **The associations advocate the end of breeding according to the criterion of sentience.** This is to free oneself from the species criterion to discriminate between living beings by using the capacity to feel emotions.

• **This criterion does not, however, guarantee biodiversity.** According to this ideology, the feeling of the last individual of a species will in fact be worth no more than the feeling of a younger brother of a brood.

Foreign philanthropic and capitalist interests fund anti-speciesist associations that then praise the merits of alternatives to meat. This point raises the question of the links between the funding of these associations by foreign organizations that themselves have interests in the development of this industry.

Through tax exemption, we arrive at a paradox according to which the State finances the destruction of its own food sovereignty. Indeed, the development of a supply of lab-grown meat means increased consumer dependence on foreign players.

Direct actions undertaken by anti-speciesist associations aim to generate a narrative Manichean media in order to put pressure on politicians. The chronology of events demonstrates a rise in demands, denunciation of breeding conditions towards legal, political, then ideological grounds. The analysis of the timeline of events surrounding the Craon (53) slaughterhouse affair in 2024 demonstrates this logical, concerted and organized sequence. Actions aimed at decision-makers complement the attacks, and are all the more effective as the subject has affected and polarized the greatest number of people.

Following an objective methodological approach, the dangerousness of 27 major players was assessed. L214 and GreenPeace are the associations which emerge from the study as being those which represent the most danger for stakeholders in the agro-agri world.

The evaluation consists of studying the impact and frequency of the actions carried out and identified in the three fields: field actions, media actions and lobbying actions.

Based on prospective work, it was assessed as very likely that actions would be intensified. carried out against the animal sector. Among the new threats, there are between others :

Direct actions	Cyberattacks, stagecoach attacks, poisoning of livestock/harvests...
Media actions	Using AI to generate fake images, disinformation and name and shame campaigns
Actions de lobbying	Pressure on banks, nutri score on animal welfare, slaughter quotas...

If the collusion of all the actors is limited to the effervescent welfarist ideology in In California, there are close financial and organizational links between philanthropists, investment funds and associations. The idea is to act on consumers' perceptions in order to change their lifestyles.

Philanthropy, under the guise of effective altruism¹, pushes the promotion of animal welfare to the point of calling into question the entire current breeding model.

American investment funds and international agri-food industries invest in the large-scale development of a new fake meat sector, or artificial meat. The interference of these industrialists, most of whom are tainted by health scandals, in the techno-meat business raises questions about the health arguments with which they adorn these new products.

The arrival of these new, major and disruptive players is undermining sovereignty French food and its livestock culture.

¹ Effective altruism seeks to maximize positive impact on the world by optimally using resources and efforts to reduce the suffering.

Preface by Christian Harbulot

The School of Economic Warfare began to take an interest in the informational confrontations that had been affecting the agricultural world since the early 2000s. We very quickly identified the importance of civil society in the multiple debates that were beginning to appear, particularly through the Internet. Initially, we tried to understand what was happening by studying the "web". The first studies that our students conducted on this subject highlighted the scale of the phenomenon. The analysis of welfarist movements conducted in 2010 demonstrated that we were dealing with a nebula of individual and collective actors with very contradictory intentions but who often represented an increasingly significant informational strike force.

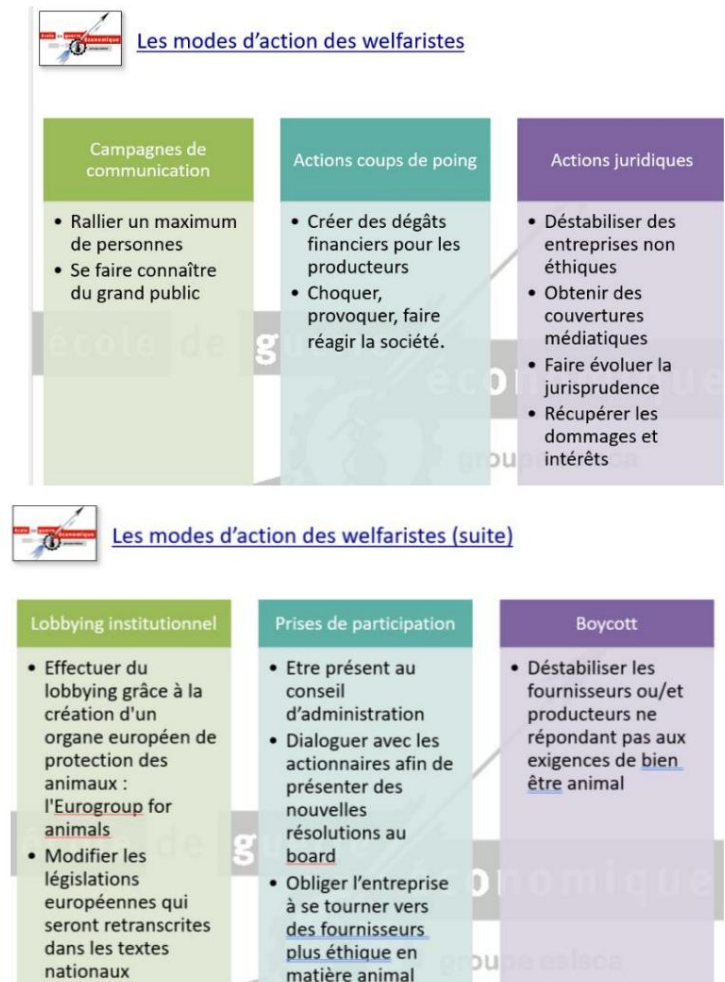
a

The census of modes of action already gave an idea of the scale of the problem.

Over the next decade, we continued this work by focusing on certain sectors such as milk producers and then livestock farmers. The EGE mobilized some of its students to identify the issues at stake in these controversial campaigns. The result of this series of exercises led to the publication of new reports¹. The aim was to analyze the hidden purpose of some of these spectacular information operations that affected the activities of a certain number of farmers.

It is clear that the protest emanating from certain activists from civil society could be exploited by economic forces seeking to destabilize the competitive French agricultural offer.

This report sheds new light on the methods used by the most aggressive new entrants in the North American agri-food sector as they seek to establish themselves in the global food market.



Christian Harbulot

Director of the School of Economic Warfare

Summary

Executive summary	2
Preface by Christian Harbulot	4
French agriculture under threat	6
Anti-speciesism, an ideology compatible with the introduction of cellular meat on the market	8
The modes of action used by anti-speciesist activists to destroy livestock farming	10
I. A case study: the L214 campaign against the Craon slaughterhouse.....	10
A. The chronology	11
B. The processes	11
a. The narrative monopoly.....	11
b. The omnipresence in all cognitive spaces	12
c. The rise of demands	14
II. Risk analysis.....	15
III. Strategic anticipation	18
French livestock farming surrounded by foodtech and welfarists	20
I. Spotlight on the links between welfarist and foodtech networks.....	20
A. Foodtech: a global industry targeting the entire food market.....	20
B. Financing and investments in foodtech.....	21
C. Philanthropy's support for the animal welfare narrative.....	24
D. Parallel support for welfarist activism.....	26
II. Cognitive encirclement of welfarism for the food shift.....	28
A. Ethical encirclement by the new welfarist morality.....	28
B. A transversal ideology of influence to the industry.....	31
C. Communication for the food shift.....	32
Conclusion.....	34
Index of acronyms.....	35
Annexes	36

French agriculture under threat

The French agricultural system is facing a set of threats that disrupt both its competitiveness and its sustainability. Recent agricultural crises have revealed to the general public the realities of a sector that has been in great difficulty for many years. These threats are diverse and impact all stakeholders in the agricultural world and the agro-agri sector.

First of all, by 2030, more than half of farmers will retire¹.

However, succession is far from being assured for all farms. A third of farmers do not know what will happen to their business after they leave. Generational renewal is no longer assured, largely because of economic difficulties, administrative complexity and a lack of attractiveness of the profession². This situation represents a major risk since it leads to a loss of know-how, a reduction in the number of farms and a fragmentation of the rural fabric. If this state of affairs

continues, France's ability to maintain robust agricultural production could be seriously threatened.

On the other hand, free trade agreements also undermine the competitiveness and therefore the survival of the French agricultural system. Indeed, national production is subject to a significant number of health and environmental standards that are not necessarily shared by all producers worldwide³. In fact, French products are more expensive and cannot compete with foreign production. Unfair competition then sets in, making the viability of French farms increasingly precarious. The recent debate over Ukrainian chicken is a typical example of the situation facing French producers⁴.

Climate change also poses a major threat to French agriculture. Rising temperatures, more frequent and intense droughts, and extreme weather events are forcing agricultural sectors to adapt quickly⁵.

Crop cycles are disrupted, leading to lower yields and

¹ Franceinfo, & Bouquerel, M. (2023, August 16). True or false. Will 50% of French farmers retire in less than ten years? *Franceinfo*. [True or false. Will 50% of French farmers retire in less than ten years?](#) ² Mallen, B. (2024, January 26). INFOGRAPHY. How did we lose 2 million farms in 50 years in France? *France 3 Centre-Val de Loire*. [INFOGRAPHY](#).

[How did we lose 2 million farms in 50 years in France?](#) ³ Free trade threatens our food sovereignty. (2024, March 2).

L'Humanité. [Free trade threatens our food sovereignty](#) - L'Humanité

⁴ Dupas, A. (2024, February 2). Farmers' demonstration: But what are the criticisms of the famous "Ukrainian chicken"? *www.20minutes.fr*. [Farmers' protest: What is the criticism of the famous "Ukrainian chicken"?](#)

⁵ SudOuest.fr with AFP. (2023, December 7). Droughts, less wheat, less milk. : how climate change threatens global agriculture. *SudOuest.fr*.

[Droughts, less wheat, less milk...: how climate change threatens global agriculture](#)

increased vulnerability of farms.

Finally, the agricultural sector, like the rest of the country, is faced with rising energy costs. Indeed, modern agriculture is increasingly dependent on fossil fuels to operate machines and equipment, heat greenhouses, manufacture fertilizers, etc. This increase therefore increases the already considerable financial pressure on the sector and makes it vulnerable to fluctuations in the energy market.

Although the State's responses on these various points are still awaited, the issues are known and there are discussions around these questions. Solutions are gradually being put in place to try to stop the haemorrhage of an already drained sector.

The aim of this report is not to push these threats into the background, but to highlight a trend that is still little known to the general public and largely underestimated: the societal change desired by anti-speciesist activists and organisations financed covertly by lobbies, particularly American ones, and which could represent the pure and simple disappearance of all French livestock farming.

Anti-speciesism, an ideology that prepares the market for the arrival of meat cellular

- An ideology of Anglo-Saxon became a movement activist in France

The term speciesism was introduced in 1970 in the Anglo-Saxon world by the British Richard Ryder and popularized by Peter Singer in his book *Animal Liberation* published in 1975. The term was then exported to France by the *Cahiers antispécistes*⁶, published from 1991 to 2019, of which 6 senior executives of L214 regularly participated in the writing. Speciesism defines the discrimination of living beings on the criterion of species. It is therefore the ideology that justifies the exploitation and use of animals by humans: fishing, breeding, hunting, scientific research or entertainment.

⁶ Writing, L. (nd). *The Anti-Speciesist Notebooks - Reflection and Action for Animal Equality*. The Anti-Speciesist Notebooks. [The Anti-Speciesist Notebooks](#)

Thus defined, ideology is immediately condemned and by anti-speciesists within the framework of a vast animal liberation movement.

- A questioning of discrimination by the species of living beings

The equality advocated by anti-speciesists concerns individuals and not species. The interests of individuals must be placed at the same level of importance regardless of their species, which, according to anti-speciesist thinking, does not constitute a moral criterion for discriminating against living beings. They therefore do not necessarily defend equal treatment or equal rights, but refuse that differences be based on the criterion of species.

To simplify, we do not give the same rights to a horse as to a man, but we condemn in the same way attacks on their interests.

- The creation of the *sentience* criterion to justify the abolition of breeding

Anti-speciesism therefore aims to redefine the classification of individuals on the criterion of *sentience*, the capacity of an individual to feel emotions, including suffering. For the most radical activists, the outcome of anti-speciesism lies in the total suppression of the suffering of sentient beings.

Thus, livestock farming is demonized by putting human beings and animals on the same level.

- **An inherently individualistic** ideology

Anti-speciesism ideology is individualistic by nature. The criterion of *sentience* excludes all considerations of the interests of a species, a collective entity.

The interest in living of the last elephant is no greater than that of each of the chickens that are slaughtered every day.

Since the primary goal is the elimination of suffering of all living beings, anti-speciesist ideology is not necessarily concerned with the disappearance of a species.

- **A necessary integration into contemporary global** struggles

This ideology based on analogy with other discriminations such as racism or sexism wishes to place itself on the same level as these struggles. This tendency is found in anti-speciesist activism, existing only by analogy with racism or sexism, which now claims anti-speciesism as part of a context of struggle

global movement for the defense of minorities and oppressed populations. Anti-speciesism is experiencing a clear evolution in its demands, just like other activist movements, under the guise of intersectionality. The fight for the climate and the environment, the main vector of these movements, is being integrated into the anti-speciesist argument which, through this means, is spreading its ideology.

- **Cellular meat as a solution**
obvious

The promotion of cellular meat appears as an obvious anti-speciesist ideology, often having an appetite for techno-optimism. The suffering of animals is avoided and the elimination of livestock farming would reduce greenhouse gas emissions. However, this industry, majority owned by foreign companies, would deal a significant blow to French food sovereignty.

The modes of action employed by anti-speciesist activists for destroy the breeding

This section is intended to understand the actions of activist organizations in terms of quantity and danger. Its objective is to highlight the means and processes of cognitive warfare engaged in activist campaigns in order to destabilize the French agro-agri sector, as well as to list vulnerable assets and quantify the threat to which they are exposed or will be in the near future.

I. A textbook case, the L214 campaign against Craon slaughterhouse

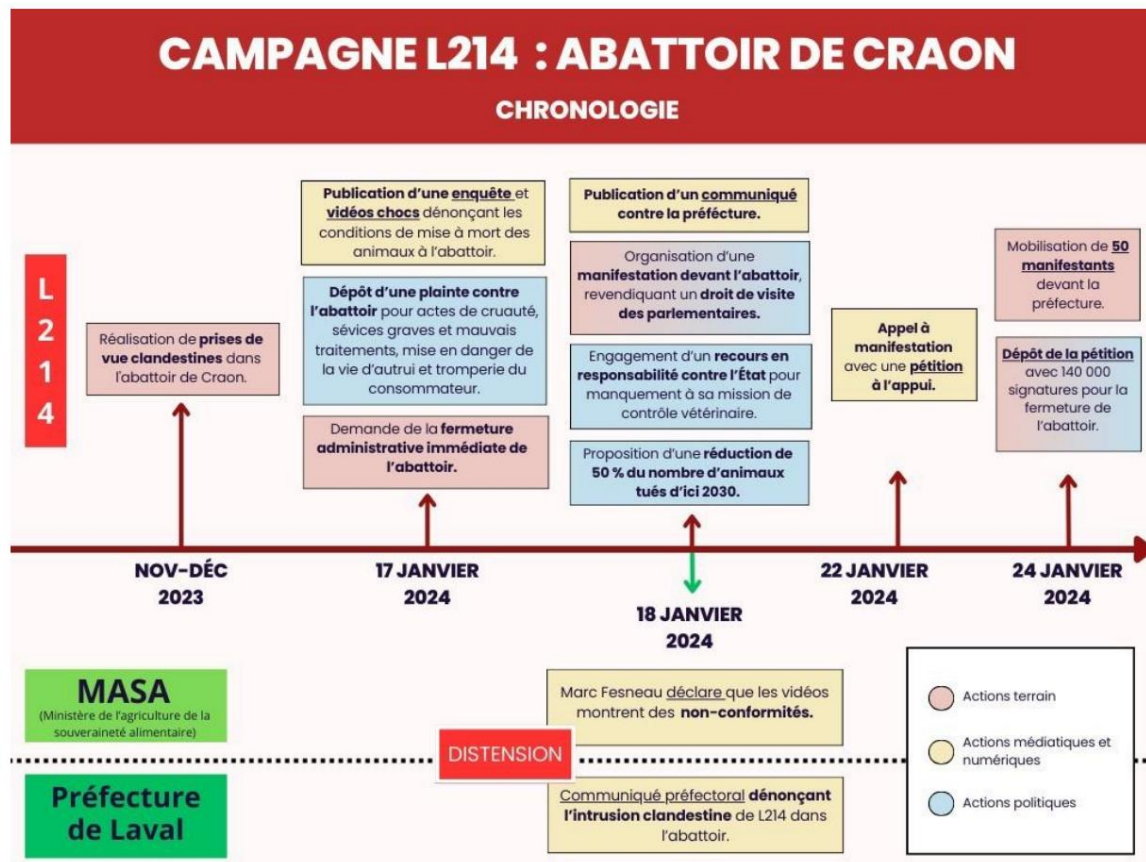
On January 17, 2024, L214 is launching a media and legal campaign against the municipal slaughterhouse of Craon⁷, by publishing clandestine shots showing the conditions of killing animals and filing a complaint against the operating site in order to demand its immediate closure.

The following timeline aims firstly time to be presented sequentially the key events of this campaign, highlighting the power of L214 strategies and actions on the different cognitive fields (field, media, policy) and the responses of the authorities.

This action, one of many campaigns many others, has provoked a reaction local and national authorities, as well as a political and media engagement significant, intensifying the debate on the animal protection and regulation of slaughterhouses in France.

⁷ L. (2024, May 7). *New investigation: cut-up animals living* has the slaughterhouse. L214. <https://www.l214.com/enquetes/2024/abattoir-de-craon/>

A. The chronology



Thus, a typical L214 campaign that uses several processes: a. The narrative monopoly, b. The omnipresence of L214 in all cognitive spaces: direct action, media and general public, political and judicial sphere, c. The rise in power of demands.

sheds light on the cognitive mechanisms used to manipulate public opinion and promote its goals. The narrative is constructed in such a way that it is almost impossible to refute it without denying the evidence put forward.

• Shock to provoke a reaction

First of all, L214 seeks to produce and broadcast emotional and sensory content, seeking to provoke a strong reaction in viewers. By showing images of agitated animals, here 15 minutes and 8 seconds of video, the association aims to

B. The processes

a. The narrative monopoly

L214 deploys a communication strategy that skillfully exploits the audience's emotions to influence their perceptions and actions. This analysis highlights

to arouse public indignation and anger as much as their empathy for the “animal cause”. The gateway to adherence to the narrative is shock. At L214, the exception makes the rule

• **Create a narrative that promotes audience identification**

Furthermore, L214 massively exploits a lexical field which evokes violence and suffering, with the aim of anthropomorphizing animal emotions and creating a mirror, that is, the identification of the spectator with the animal. Thus, in L214's campaigns and press releases, we note several key words such as "appalling", "cruelty", "abuse", "horror film", "throat-slitting", etc. These terms are carefully chosen to amplify the emotional impact of the messages and reinforce the negative perception of industrial slaughter practices.



• **Exploiting a Manichean discourse leading to mobilization**

The complex issues surrounding meat production are simplified by presenting a binary narrative pitting good (animal protection) against evil ('inhumane' industrial practices). This narrative strategy facilitates audience engagement by providing moral markers.

clear and polarizing the debate around universally shared ethical values. Thus, the statements of the prefecture condemning the intrusion of L214 into the premises of the slaughterhouse lose their legitimacy, the “abuse” supplanting “civil disobedience for the just cause”⁸. This narrative monopoly is felt in particular in the lack of coherence between the parties defending traditional agriculture - the slaughterhouse representative and MASA - which significantly reduces their credibility. There is a lack of visible counter-narrative, giving the impression that L214's version of events is the only truth⁹.

In addition to videos and testimonies, by launching calls to action such as online petitions and public demonstrations, L214 mobilizes the audience and transforms its indignation into concrete commitment, confronting all justifications for the events. These actions aim to reinforce the sense of urgency and encourage individuals to become actively involved in their fight.

b. **Omnipresence on the whole of the cognitive spaces**

The L214 association deploys a multidimensional strategy, operating on different cognitive terrains to maximize its impact and achieve its objectives. This

⁸ Prefecture of Mayenne. (2024, January 17). *Video L214: Slaughter conditions in the municipal slaughterhouse of Craon in Mayenne.* www.l214.com 9 Cotta, M. (2024, January 18). *Craon Slaughterhouse:* “Video L214 very clearly shows non-conformities”

says Marc Fesneau. *Here by France Bleu and France 3.*
Craon Slaughterhouse: "The L214 video shows very "clearly non-conformities" says Marc Fesneau - France Bleu

versatile approach allows him to address diverse audiences and influence policy makers to shape public debate.

• Direct actions

First, L214 deploys invasive tactics by intervening directly in meat production sites such as slaughterhouses and farms. These unauthorized intrusions and demonstrations at the gates of infrastructures jeopardize the reputation and livelihood of professionals in the meat industry. We are witnessing a criminalization of vocations. This exposure has harmful consequences for agri-food professionals, compromising their credibility and their ability to operate in a hostile environment, a context that also threatens French food sovereignty in the long term.

• Media and social networks

The media terrain is inherent to direct actions. In other words, direct actions are designed to become media-friendly. L214 actively uses traditional media and social networks to spread its messages and challenge the general public on issues of animal abuse. By publishing shocking videos and relaying poignant testimonies calling into question the agri-food industry, the association manages to arouse indignation, mobilize a large audience and influence

the opinion of various listeners. (See section above). The indignation is all the stronger when it is carried by public figures (artists, influencers, presenters, etc.)

• Political influence and legal action

Finally, L214 draws its legitimacy from the support of certain parliamentarians who relay its demands within the institutions.

political. By asking questions to the Government and advocating for legislative reforms¹⁰, these representatives (in the Craon case, Olivier Falorni and Vincent Ledoux) contribute to advancing debates on animal protection and putting pressure on the authorities to take concrete measures. The cognitive battle waged by L214 on public opinion constitutes the basis of legislative advances.

Alongside its media and political activities, L214 also uses the judicial system to assert justice for animals. By filing complaints against the establishments in violation, but also directly against the State, the association publicly denounces these facts as a generality and highlights its commitment to the animal struggle. The sense of urgency is thus transferred to the political space.

¹⁰ *Slaughterhouses: 2 MPs ask the government for a right of visit for parliamentarians, with the possibility of being accompanied by journalists.* (2023, September 5).

[Slaughterhouses: 2 MPs ask the government for a right of visit for parliamentarians, with the possibility of being accompanied by journalists - Politics & Animals](#)

c. The rise of the claims

La montée en puissance des revendications



How is the finding of a
Does a violation in a slaughterhouse lead to
proposal to reduce the number by 50%
of animals slaughtered by 2030¹¹ ?

The finding of an offence in a
slaughterhouse, like the one exposed by L214 at
with regard to the Craon slaughterhouse, perhaps the
catalyst for a series of events and
proposals that gradually expand
the scope of the debate and the commitment of
stakeholders. of events This sequence
illustrates how a situation
specific can lead to actions and
broader proposals, thus contributing to
a gradation of commitment and a
destabilization of initial positions.

Exposure of an offence in a slaughterhouse
specific often leads to a
generalization of discourse on practices
of the meat industry as a whole
and therefore to a radicalization of the debate. Thus
the agitation of a cow before its slaughter
is equivalent to the need to stop the
meat consumption, since all
Cows are suffering. The power of narrative
emotional leads to a breakdown of the
logic of the audience, which assimilates a
situation to an absolute truth and
systematic.

This process demonstrates the impact
potentially transformative of the
awareness and action on issues
animal welfare and industry
meat.

¹¹ L. (2024a, February 29). *Craon slaughterhouse: the prefecture does not see suffering animals.*

<https://www.l214.com/communications/20240118-egt-abattoir-craon-reaction/>

II. Risk analysis

Given the radicalisation of these movements, it is appropriate to establish a typology of the actions carried out against farms and to analyse their harmful power.

To do this, we will rely on the different fields of action listed above (direct actions, public sphere, public affairs) in order to determine the most active structures in all areas and the most harmful to the activity of agricultural holdings.

In order to establish a complete panorama of these actions, we must therefore arrange the different threats in a matrix and compare them with the assets to be protected. This involves developing:

- an inventory of possible threats (*theft, damage, reporting, etc.*) - an inventory of vulnerabilities (*infrastructure, livestock, reputation, etc.*)

The analysis of the risk weighed is carried out by a study of a double quantitative and qualitative criterion [occurrence: severity] **(see Annexes to consult the methodology)**

Assets to be protected/Threat is	Vol	Degradation	Destruction	Public denunciation	Normative
Infrastructures		Material damage (3;1)	Material destruction (1;3)	Failure to comply with standards (3;1)	Demand for stricter standards on infrastructure (2;2)
Livestock	Beast Theft (1;1)			Reporting animal abuse: breeding, transport and slaughter conditions Denunciation of the environmental impact of livestock farming (3;2)	Tightening of legislative constraints on livestock farming (3;3)
Job		Degradation of working conditions (2;2)	Site closures (1;3)	Criminalization of vocations (1;1)	
Agricultural inputs and tools	Vol of equipment (1;1)	Equipment degradation (1;2)	Destruction of equipment (1;3)	Denunciation of the consequences of the use of equipment on the environment (3;1)	New restriction supervising the use of agricultural inputs and tools (3;2)
Image and reputation	Vol d'images (1;2)	Damage to reputation exploitation (3;1)			Installation of cameras in slaughterhouses (2;3)
Traditions and know-how				Creating a narrative around breeding practices (3;3)	Implementation of standards to prohibit certain practices resulting from know-how French (2;3)



Financier		Blockage resulting in temporary shutdown of activities (1;1)	Legal action leading to site closure (1;3)	Boycott campaign (2;2)	Development of binding tax standards (3;3)
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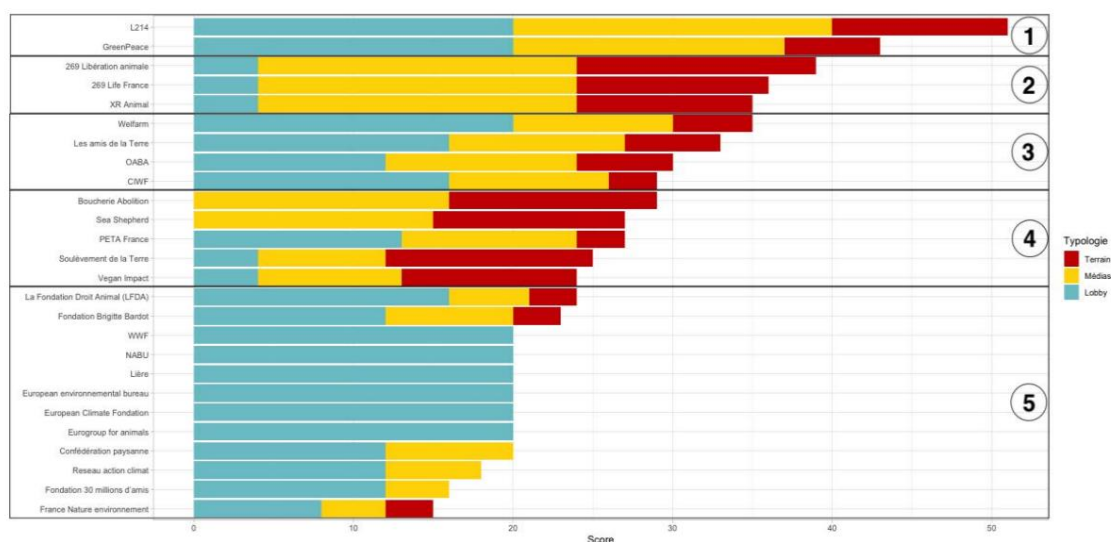
After listing the actions of the environmentalist structures, we then propose the addition of the severity scores. This has the effect of highlighting the associations that are the most more active by fields of action and in their entirety.

A more in-depth analysis of the referenced actors allows us to identify 5 clusters.

1) Leading, proactive associations, acting with relevance and impact in all fields 2) Specialized activists, whose hard-hitting actions bring out debates on social networks 3) Coalition organizations, playing a role of awareness and whistleblower on the subject. Their word is credible, relayed and impactful on a smaller scale.

4) Other activists, whose actions are tainted by the radicalism of the actors, and who fail to obtain immediate effects or debates on social networks outside the propriety of their actions.

5) Essentially welfarist associations, whose power lies in their temperance and discretion. The typology of these actors is marked by a strong presence in the field of public affairs, and a weak resonance of their actions on social networks outside of the historical actors.



III. Strategic anticipation

Obtaining the risk matrix pushes us to reuse it in order to pursue a prospective issue. Indeed, it It's about pushing the sliders of radicalism and to imagine, with the greatest temperance

possible and by studying the modes of action of this type of structures abroad, the potential new threats that would make Weighing anti-speciesist activists tomorrow in France. In addition to the worsening of the actions already existing, we then determine a new one panel d'actions :

Assets to protect / Threats	Vol	Degradation Destruction		Public denunciation	Normative
Infrastructure s	Cyber attacks	Fires criminals	Bomb attack on THE infrastructures		
Livestock	Animal theft through pen opening operations		Poisoning of livestock		Livestock reduction
Job		Blockades and demonstrations in front of agricultural high schools	Physical attacks		
Inputs and agricultural tools			Destruction of crops		Reduction of inputs
Image and reputation				Using AI to generate fake computer-generated images to support a denunciation campaign	Animal welfare labeling

Assets to protect / Threats	Vol	Degradation	Destruction	Public denunciation	Normative
Traditions and knowledge-TO DO					Lobbying regarding the obligation of vegetarian dishes in school and work canteens
Financier				Pressure on banks	Lobbying supporting the emergence of new taxes on the exploitation of living things
Supply chain nement	Animal transport trucks blocked in front of slaughterhouses Attack on grain train supplying animal feed plant	Blocking ports, strategic hubs and points of sale Laying of tracers GPS on trucks animal transport living		Sticking on meat trays directly in stores	

We thus identify the appearance of a new asset

strategic that should be protected: the supply chains.

They

constitute a key point for good health of the French agro-industry, and becomes in

This is a potential target, especially

pernicious that it is invisible at first on board.

French livestock farming surrounded by foodtech and welfaristes

I. Shedding light on the links between welfare networks and foodtech

A. Foodtech: an industry global which aims at the whole from the food market

The agri-food sector is currently undergoing a major transformation thanks to a wave of technological innovations called foodtech. This transformation encompasses not only new catering, marketing and delivery practices, but also

also agricultural innovations and advances in Food Science, particularly in research into alternative proteins. This sector benefits from massive investments¹² and ten years of research, and is now maturing and rapidly industrializing.

This industry is structured as a complete sector with a diversity of players, including both small innovative start-ups and large agri-food companies¹³. The sector is particularly seeking to integrate into international regulations. Some countries, such as Israel, are quickly adopting these innovations, while others, such as France, are debating the implementation of these products within the existing legislative framework.

Foodtech is distinguished by its technological diversity. Among the major innovations, we find: • Plant proteins: plant-based meat

substitutes, developed by companies like Beyond Meat.

- Cellular meat: meat grown in the laboratory from animal cells, promoted by companies like Mosa Meat.

- Fermentation: Using fermentation to create dairy products without

¹² Cellular Foods: Being Vigilant to Better Supervise and Control Technology - Senate. (nd). Senate. Cellular Foods: Being Vigilant to Better Supervise and Control [Technology](#). - Senate 13 Ottosson, A. (2021, December 30). Highlight: 18

Medium. Highlight: 18 Corporates Investing in High-Impact Foodtech Startups | by Anna Ottosson | Mudcake | Medium

animals, such as those in Perfect Day. • Insects and algae: insect and algae cultures as new sources of protein.

This nascent industry raises many questions and concerns. The reliance on technologies that are currently untested on a large scale, the ethical and environmental implications, and the impact on traditional livestock farmers are all points of controversy.

The massive investments and influence of American philanthropic foundations in this industry indicate a desire for radical transformation of the global food detriment of local processing market, often to the and national economies.

B. Financing

investments
foodtech

*Philanthropists, bankers
and food industry
giants join forces
towards foodtech.*

The foodtech and food industry
artificial meat, estimated at 1.5

\$14 billion, is attracting a growing number of investors: investment funds, influential philanthropists, and even agribusiness giants. The massive financial support for these new food technologies raises questions about economic and food sovereignty, and ethical acceptance.

Investment funds such as NewCrop Capital¹⁵ and Joyful Ventures, linked to the founders of the Good Food Institute (GFI) and Animals¹⁶, of Mercy for are targeting the development of ~~research~~ around cellular meat. These funds aim to position their portfolios on promising and potentially lucrative technologies in the long term. Iconic figures such as Bill Gates and Richard Branson have already invested respectively in Beyond Meat, Impossible Foods and Memphis Meats¹⁷, the leaders in artificial meat.¹⁸ The New Harvest Foundation, partially financed by philanthropic foundations, also plays a key role in supporting research and innovation in the field of cultivated proteins.

However, these philanthropic investments are not simply a matter of utopian generosity. Under the guise of effective altruism, these donations would push a lucrative objective.

Investments offer tax exemption opportunities, which implies a

¹⁴ Home - Global AgInvesting. (2016, July 12). Global AgInvesting. [Global AgInvesting](#)

¹⁵ \$40 million fund launched in 2015, one of the first investors in cellular meat (Beyond Meat, Miyoko's, UPSIDE Foods, BluNalu and Good Catch).

¹⁶ Milo Runkle and Bruce Friedrich, former PETA vice president.

¹⁷ For \$17 million of the \$22 million already collected in 2017. ¹⁸

Forbes France. (2017, September 6). [Bill Gates & Richard Branson Invest in "Clean" Meat](#). [Bill Gates & Richard Branson Invest in "Clean" Meat - Forbes France](#)

indirect government funding for these technologies. In the United States, donations to philanthropic organizations can be deducted at 60% of adjusted gross income, thereby reducing the tax payable. For donations to private foundations, this limit is 30%. If donations exceed these limits, the excess can be carried forward for five years, optimizing taxation.

in the food market. By supporting organizations like the GFI on the one hand and research on the other, these philanthropists and investment funds influence the direction of scientific research and innovation, while creating a favorable environment

for THE
tomorrow's food technologies.

Foundations also benefit from tax advantages. As nonprofit entities, they are generally exempt from paying taxes on their income. The gifts they distribute can meet mandatory distribution requirements, with a requirement to distribute 5% of their assets each year to maintain their tax-favored status. These gifts provide a financially advantageous strategy for both individuals and foundations.

In France, donations from individuals, influenced by the welfarist doctrine, are also tax-free. However, the tax exemption of donations to environmental associations leads to contradictions. Some of these associations, engaged in illegal actions such as the destruction of crops, are financed by the State via the tax exemption of donations. This amounts to subsidizing illegal actions causing economic harm to farmers, creating an ethical and legal dilemma. **indirectly finances the destruction of its agricultural sovereignty.**

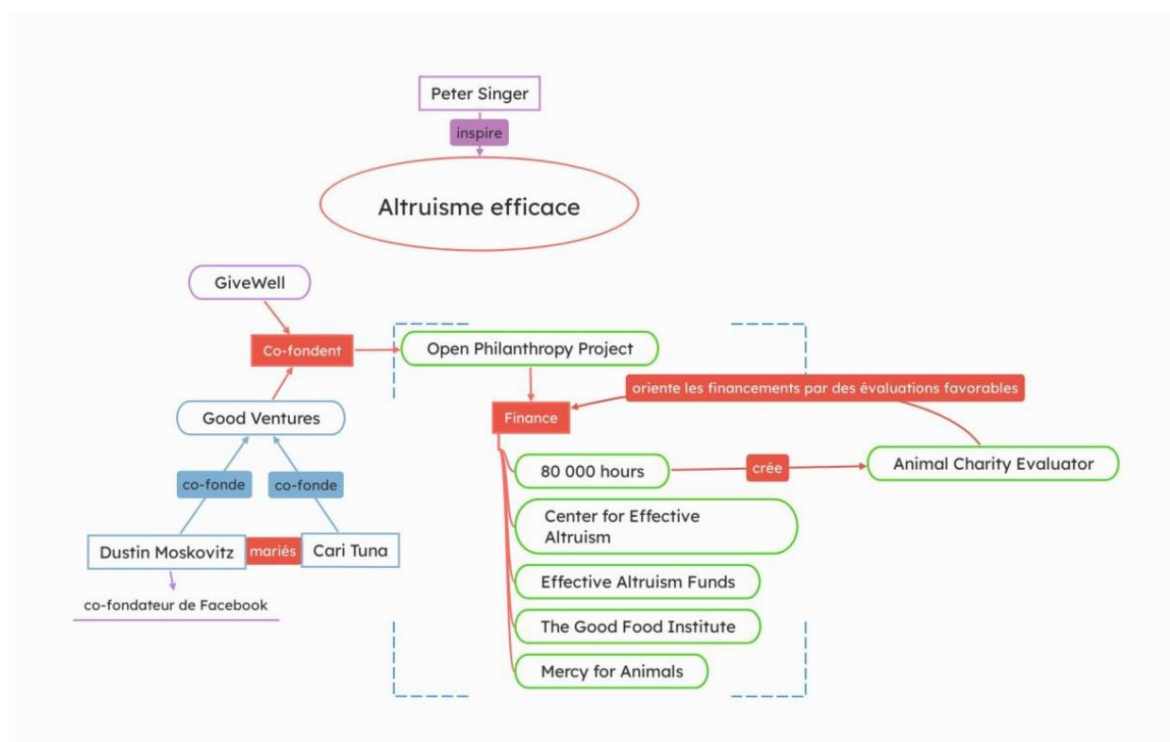
So, the state

Furthermore, as with any research program, it is about investing in a future industrial structure. Food alternatives are seen as a very profitable investment in the long term, for a major implementation

At the same time, large agri-food groups are investing heavily in foodtech.¹⁹ Nestlé and Tyson Foods, for example, are involved through investments in Believer Meats. Cargill has invested in Upside Foods, Memphis Meat or Aleph Farms, while Bell Food Group supports Mosa Meat. Migros Industry, Mitsubishi and Thai Union have also invested in Aleph Farms, showing a broad participation of large agri-food companies in this field. Merck, a major player in the pharmaceutical industry, has also been involved in these investments,

market shift. In fact, they are contributing to it and are betting on a radically different food system. This reorientation of the agri-food industry is influenced by welfare lobbyists such as Jeremy Coller, a philanthropist and director of his investment fund Coller Capital. In 2015, he created the Farm Animal Investment Risk & Return (FAIRR) Initiative to assess large companies on their environmental impact and encourage them to make commitments, particularly in favor of cell-based meat.

In September 2023, after six years of



strengthening the interconnection between different industrial sectors. More than a simple positioning on research and development, these financial links show that the major players in the traditional agri-food sector are anticipating a

campaign, the Protein Diversification Commitment is signed by 65 global investors including 20 industrial and agri-food distributors²⁰. This declarative commitment to reduce investments pushes these players

¹⁹ IPES Food, (2022), Illustration, *Mapping the big lab-grown meat companies and their investors*, The Politics of Protein.

²⁰ Including Amazon Foods, Carrefour, Coles group, Danone, General Mills, Kroger, Mondelez, Nestlé, Sainsbury's, Tesco, Walmart.

animal proteins, to promote foodtech alternatives.²¹

This market shift towards cellular meat and alternative proteins could be like a game of musical chairs between players in the agri-food industry. Companies that do not adapt risk finding themselves marginalized in a near future dominated by alternative proteins.

C. Support for philanthropy
to the narrative of well-being
animal

*Joint funding for the assessor
and those assessed: a farce
orchestrated against livestock farming.*

Philanthropy is a common practice of the great fortunes in the United States. The total amount of donations exceeds \$500 billion in 2021.²² The Bill & Melinda Gates Foundation gave \$ 8.3 billion in 2023.²³ These donations respond to a certain ethic, but also allow indirect benefits. In the long term, by investing in a narrative, philanthropy spends to imprint an ideology on a target.

To maximize investments, these philanthropic organizations organize themselves into networks. For some, this involves being active in communicating the narrative,

such as animal welfare, for others to ensure the progress and continuity of fundraising.

The architecture developed around the Open Philanthropy Project illustrates this operation well.

The GiveWell organization was founded in 2007 to evaluate the effectiveness of philanthropic actions in order to direct donors to organizations deemed to be more efficient.²⁴ In a utilitarian logic, the evaluation criteria judge the profitability of the allocation, the marginal efficiency and the transparency of the organization. There is a hierarchy of causes, which induces a certain ideology. This new model contrasts with traditional evaluators, such as Charity Navigator, which take more account of financial health and leave subjectivity to the donor. Based in Silicon Valley, effective altruism is developing as a philosophy, inspired by Peter Singer. In the same vein, Dustin Moskovitz, co-founder of Facebook, and his wife Cari Tuna, are committed to spending most of their money on philanthropy before they die. To do this, they founded Good Ventures in 2011 with \$8.3 billion, then joined forces with GiveWell.²⁵ The challenge is to allocate funds efficiently and avoid haphazard distribution by gradually increasing spending. Together, they rely on GiveWell Labs to found the Open Philanthropy Project (OPP), an organization

²¹ Protein Diversification Engagement | FAIRR. (s. d.). Protein Diversification Engagement | FAIRR 22
Casado, E. (2023, February 14). *Ranking of the 50 most generous philanthropists in the world*. Planet Grandes Écoles. [Ranking of the 50 most generous philanthropists in the world - PGE](#)

²³ Gates Foundation. (2023). *2023 Gates Foundation annual letter*. [2023 Gates Foundation Annual Letter](#)
²⁴ Homepage 2023. <https://www.givewell.org/> 25Open (s. d.). GiveWell.
Philanthropy. (2024, 11 mars). *Press Kit | Open Philanthropy*. [Press Kit | Open Philanthropy](#)

to direct Good Ventures funds. While OPP became independent from GiveWell in 2017, its president Cari Tuna remains a member of GiveWell's Board of Directors and the OPP remains one of the main beneficiaries.

From Good Ventures to OPP, animal welfare is one of the main causes to defend. This commitment is articulated in philanthropy with different functions. Evaluators direct donors to certain actors or redistributive funds.

Thus, the beneficiaries of the OPP form an interdependent ecosystem, where evaluators and those evaluated mix.

- The Center for Effective Altruism (CEA), funded by at least \$15 million from the OPP, is spreading the dynamics of effective altruism by creating Effective Altruism Funds (EAF) and 80,000 Hours, which each receive funding from the OPP. ²⁶ Their actions go beyond simply protecting animal welfare and in some ways promote the end of animal farming.

- EAF thus finances Farmed Animal Funders (FAF), based in California, to teach about 30 foundations how to maximize their donations to fight factory farming.²⁷

- 80,000 hours creates the Animal Charity Evaluator (ACE), also funded by the OPP, which recommends charitable funds that have an impact on animal welfare, including those from the

OPP network, effective altruism and welfare funds.²⁸

The stated goals are to strengthen livestock standards (from chicken to shrimp), to put an end to so-called industrial agriculture and to raise awareness of changing food consumption, particularly through plant-based or cell culture alternatives. Thus, The Good Food Institute (GFI) and Mercy for Animals, co-founded by a former executive of People for the Ethical Treatment of Animals (PETA), Wild Animal Initiative (WAI) and Compassion In World Farming (CIWF), all international players committed to fighting livestock farming and changing consumption patterns, are recommended to donors by ACE and largely funded by the OPP (more than \$50 million for these four organizations).

In addition to the financial and ideological ties, there are also individual ties. WAI Executive Director Cameron Meyer Shorb worked at ACE and GFI. Claire Zabel, OPP's program director since 2015, was on ACE's board of directors from 2016 to 2018. There are also people who work or have worked at OPP who currently work or have worked for ACE, 80,000 Hours, FAF, EAF, CEA, and Mercy for Animals.

This triangular donor- evaluator- evaluated proximity makes it possible to more effectively direct funds from individuals,

²⁶ Open Philanthropy. (2024, January 18). *Grants* | Open Philanthropy. [Grants](#) | Open Philanthropy ²⁷

Open Philanthropy. (2024b, March 6). *Farmed Animal funders* — Fundraising efforts | Open philanthropy. [Farmed Animal Funders](#) — Fundraising Efforts | Open Philanthropy

²⁸ *Animal Charity Evaluators donations received.* (n.d.). [Animal Charity Evaluators donations receivedF](#)

companies or grants. Whether they are responsible for attracting funds or setting up influence operations, these organizations follow the same agenda, with an optimized distribution of work.

These different sides of the same coin are intended to give the impression of numbers and the natural and disinterested initiative behind the anti-livestock narrative.

D. Support parallel
welfarist activism

Americans fund militant actions in France.

Reports from the Economic Warfare School have already pointed out the logic of associations such as L214 of instrumentalization of a or a non-governmental organization like GreenPeace, to defend the interests of its financiers by attacking a specific objective, in this case the French agricultural sector.

The multitude of financiers and beneficiaries, on both sides of the chain, dilutes in the eyes of the observer the indirect link between the American philanthropist and the French activist. Funding is most often developed in cascade, from the first financier to the activist, passing through the intermediary of numerous funds and organizations. Therefore, the pitfall is to stop at the first level. However, these links exist and the ideological continuity around animal welfare confirms

the intentionality of the link. The two notable examples, illustrating American financing of activist actions in France, are L214 and GreenPeace.

L214, an anti-speciesist association, attacks French livestock farming through its actions and communication and seeks to “abolish meat”²⁹. **The connection with American philanthropy was made thanks to the recommendation of Animal Charity Evaluators, which from 2017 to 2019 had attracted \$44,000 to L214. The OPP, being close to the ACE, was able to contact L214 at that time.** The first donation dates back to 2017, for \$1,347,742 (i.e. €1,140,000 at the time of the conversion). By renewing the donation, the OPP increases the amount in 2020 (\$1,642,046), then in 2023 (\$3,157,271).³⁰ However, L214 manages to smooth out these donations, because of the €8.3 million in resources according to the publication of the 2022 accounts, only 8% is declared to come from the OPP. The rest of the funding comes mainly from donations from individuals, but also from other American foundations such as Farmed Animal Funders.

The OPP's funding for L214 mandates it to carry out actions against livestock farming in France, while contributing to communication costs, the association's main expense (€832,000 in 2022). L214 was already acting before 2017 and relies heavily on the support of a donor and volunteer base. Its existence therefore does not depend solely on the OPP, but the latter's donations have enabled the association to take a significant step forward in the ambition of their actions.

According to the OPP, their latest contribution to L214 was to support an influence action

²⁹ Ourth, F. (nd). *ABOLISH MEAT | Abolish meat*. <https://abolir-la-viande.org/> (site owned by L214)

³⁰ Open Philanthropy. (2024, January 18). *Grants | Open Philanthropy*. [Grants | Open Philanthropy](#)

on European policy on the welfare of farm animals. Thus the link between the main French abolitionist activist and American philanthropy is well established, even claimed.

The case of L214 is illustrative for France. But the links between welfare activist associations and American philanthropy are multiple. There are many philanthropic foundations in the United States, all of which have a particular ethic put forward. The beneficiaries are therefore also very numerous and heterogeneous in terms of their demands.

Despite the mass, these links come back very often and cross.

For example, OAK Foundation funds Friends of the Earth, European Environmental Bureau, Climate Action Networks and European Climate Foundation, which also funds Climate Action Network and also receives funding from the Rockefeller Foundation. The latter foundation also funds Friends of the Earth, through

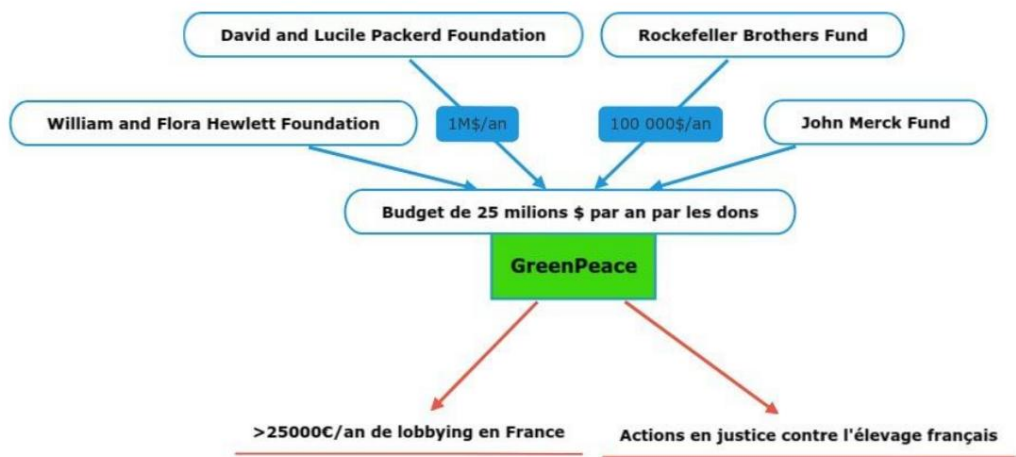
through the Center for Climate Integrity, as well as Greenpeace.

Without exhaustively listing the details of the links, we note that the main actors attract funding from several foundations. The latter are either focused on one issue or more generalist. Similarly, the funded actors can be more or less radical and engaged in the fight against animal farming.

Greenpeace International is a historic NGO with an annual budget of €410 million (2020), more than half of which comes from donations from philanthropic foundations.

Its French branch has an annual budget of €28 million (2020). While the funds are pooled, GreenPeace France is autonomous in its action and has been pursuing a multi-level strategy against meat consumption since 2017.

The organization takes over the Estates General



31 Greenpeace Fund, Inc. & CliftonLarsonAllen LLP. (2023). Financial statements. [https://greenpeacefund.org/wp-](https://greenpeacefund.org/wp-content/uploads/2023/08/Greenpeace-Fund_12.31.22.-Financial-Statements.pdf)

[content/uploads/2023/08/Greenpeace-Fund_12.31.22.-Financial-Statements.pdf](https://greenpeacefund.org/wp-content/uploads/2023/08/Greenpeace-Fund_12.31.22.-Financial-Statements.pdf)

of food in 2017, to form an alliance between organizations of all sides (alternative, hesitant), around the vegetarian meal in the canteen. The initial goal of the event was to ensure better remuneration for farmers. Conversely, meat consumption is presented as a public problem. Subsequently, GreenPeace France published a report *"Meat and dairy products: would the State let lobbies control our children's plates"* and accompanied its release with a petition, a major survey and the mobilization of local groups. In 2018, a second report, calling for eating less but better, supported a lobbying campaign, allowing the debate to be opened in parliament. The key message is to reduce meat consumption by 50% by 2050. GreenPeace France nevertheless denies attacking livestock farming, displaying their links with certain agricultural organizations, seduced by a discourse opposing local to agro-industry. The cognitive encirclement continues in 2022 with a new report, which aims to push the debate further, while being careful not to directly attack farmers. This example illustrates how GreenPeace, by playing on several fields and with arguments adapted to each, is gaining ground for abolitionists.

In parallel with the influence branch, the active branch of welfarism is therefore also largely supported by American philanthropic funds, allowing for terribly effective results in French public opinion.

II. Cognitive encirclement of welfarism for the food switch

A. Ethical encirclement by the speaker new welfarist morality

The ideological encirclement of welfarism, by several messages and several targets.

The narratives fall into three broad sub-themes: (1) The impact

on the animal and its well-being, pushed by welfarists such as Mercy for Animals. The speeches highlight the suffering

animal and target the traditional method of breeding.

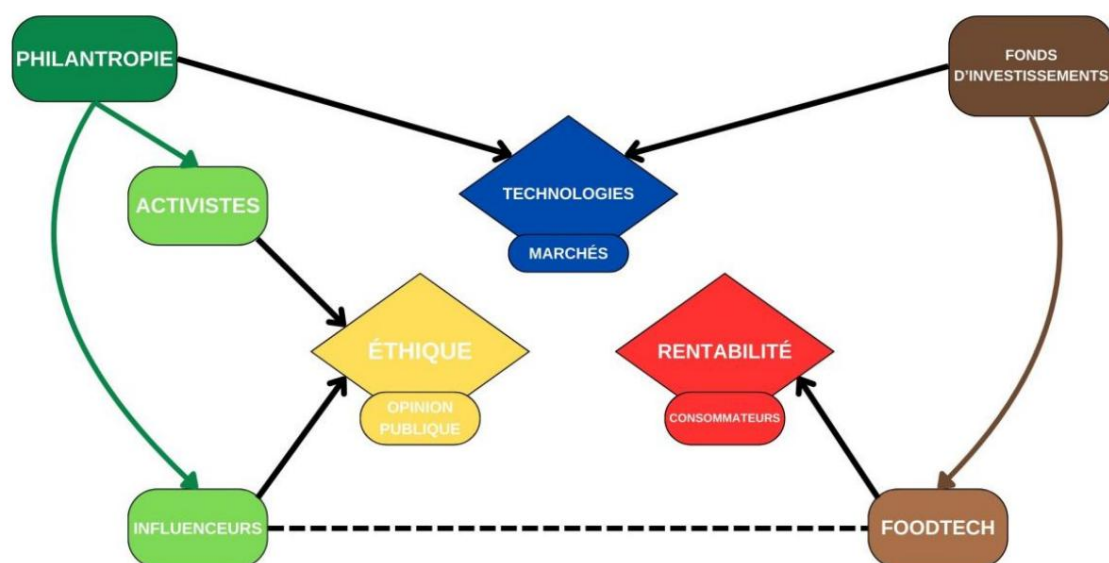
(2) Environmental impact. Messages emphasize the ecological benefits of reducing livestock production, such as reduced greenhouse gas emissions, reduced use of natural resources, and reduced deforestation.

(3) The impact on human health.

The global influence strategy of welfarists uses each of these narratives in a variety of ways, through different opinion relays, depending on the target. The messages are adapted to reach different strata of public opinion (citizen, political decision-maker, or key political influencers). In politics, the arguments are often centered on macroeconomic and societal benefits. To convince Key Opinion Leaders, influence strategies use the coffers of

three targets are targeted by an appropriate strategy; all contributing to the same cognitive encirclement of public opinion on the subject of livestock farming. The weakness of welfarist narratives is in the use of

scientific shortcuts and sophisms, making the discourse sometimes simplistic and reductive in the face of questions of great complexity. This masks the reality of the economy of animal breeding and the culture associated with it.



resonance of experts and influencers, with an emphasis on alternative scientific and technological advances. For citizens, messages are simplified to touch consumers' emotions and everyday concerns, such as animal welfare, environmental protection and public health (see Part II). Each of these

The environmental benefits of cellular meat remain controversial. A report by INRAE³² indicates that the energy resources required for large-scale production are considerable, and the effects on ecosystems are not yet well understood. Their research shows that artificial meat production could ultimately be more harmful to the climate than

³² *In vitro meat, a controversial exploratory path.* (nd). INRAE Institutional. [In vitro meat, a controversial exploratory path | INRAE](#)

traditional livestock farming due to CO₂ emissions from the energy sources required for bioprocesses. In terms of human health, the claimed benefits of cellular meat are not yet firmly established in the scientific community. In vitro meat, as currently produced, lacks certain essential qualities and sensory qualities. For example, it is low in iron and vitamin B12, and its flavor requires additives to mimic that of natural meat. uncertainty
nutritional

This
scientific research questions the health arguments often put forward by promoters of cellular meat. Thus, the arguments in its favor, whether environmental or health-related, are far from conclusive and deserve a more in-depth critical analysis. These scientific and philosophical uncertainties show that the transition to a foodtech economy based on cellular meat is not a miracle solution and raises many ethical and practical questions. **Furthermore, is it really healthy to entrust the meat monopoly to agri-food companies that are already the standard-bearers of artificial meat?**

The development of artificial meat has its own limits and ethical, financial and health questions. Indeed, driven by essentially financial interests, the artificial meat sector induces a greater dependence of citizens' food on laboratories.

B. A transversal ideology from influence to industry

Collusion between welfarists and promoters of artificial meat.

The commercial justification for artificial meat is based on the same foundations as welfarism. The narrative is based on the triple challenge of protecting animals, the environment and health.

While it presents livestock farming as a problem³³, foodtech marketing offers artificial meat as a solution³⁴. Thus, scientific reports support welfarist arguments³⁵.

However, the scientific consensus is still not globally established to justify the substitution of natural meat. Artificial meat also struggles to prove that it does not present health risks or harmful effects on the environment.

Several reports point to the largely speculative scope of the contribution of artificial meat to the environment³⁶.

There is no doubt that many activists act out of conviction according to an ideology in which they believe. However, their impacts and their funding are

tenfold by American actors whose interests are purely capitalistic. They see these activists as “useful idiots” capable of disrupting the French agro-agri sector and thus opening up new markets for them.

Indeed, the traveling companion of foodtech interests is found in the promoters of a non-meat diet.

The American offer, but not only, of artificial meat is thus supported by players already present on French soil to structure the agro-agri sector and replace it with a more profitable, “greener” and less sovereign offer.

³³ Pollution. (nd). [Pollution due to industrial breeding | CIWF France](#)

³⁴ Adam.(2018,October 30). *Artificial meat, a real solution to the problem of livestock farming?* Consfutur. [Artificial meat, a real solution to the problem of livestock farming? - Consfutur](#) ³⁵

George, A. (2020). The development of Lab-Grown meat

which will lead to the next farming revolution. *Zenodo (CERN European Organization for Nuclear Research)*. <https://doi.org/10.5281/zenodo.6548045>

³⁶ IPES-Food. (2024, April 3). *The Politics of protein - IPES-Food*. [The Politics of Protein - IPES-Food](#), Santo, R., E., Kim, B. F., Goldman, S. E., Dutkiewicz, J., Biehl, E. M. B., Bloem, M.

W., Neff, R. A., & Nachman, K. E. (2020). Considering Plant-Based Meat Substitutes and Cell-Based Meats: A Public

Health and Food Systems perspective. *Frontiers in Sustainable Food Systems*, 4. [Considering Plant-Based Meat Substitutes and Cell-Based Meats: A Public Health and Food Systems Perspective](#)

The case of the Good Food Institute and Mercy for Animals

One example in our research is particularly evocative in this regard.

In 1999, Milo Runkle founded the association Mercy for Animals whose aim is to promote animal welfare.

In 2016, he joined forces with Bruce Friedrich, former vice-president of the association PETA, to found the Good Food Institute organization responsible for financing and supporting foodtech. Between 2014 and 2023, the latter funded research and lobbying in the sector to the tune of 21 million dollars.

Furthermore, Mercy for Animals is almost entirely funded by the Open Philanthropy Project, which also supports the activities of L214.

From Bruce Friedrich's pedigree, and the links thus highlighted, we understand that the partnership which was established between foodtech and associations for animal welfare was forged out of pure capitalistic interest.

L214 goes even further than the simple support for foodtech, in assuming the end of the industry of the meat.

Samuel Airaud, director of L214 public affairs, states that

Antoine (Antoine Comiti, president of L214), makes us aware that in addition to the animal rights movement and the vegetarian movement, a third is needed

and the movement, working to dismantle the meat industry. At of the

C. Communication for the food switch

The propaganda of food uprooting.

To create a new market of foodtech, we must bring down three Major barriers: acceptance cultural, norm and profitability.

We mean by uprooting food detachment of their natural or traditional origin, often associated with changes in the modes of production, distribution and consumption. Operated, it allows a fluid variation of foods without regard to the seasons, to the place of origin, nor to the growing conditions. Uprooting food translates the dependence of the consumer to a third party for his power supply. In the case of our study, This dependency is taken a step further far from what artificial meat becomes so a laboratory product, which we do not can do it yourself.

Certainly this presence translates into a support, disorganized, unacknowledged but real for foodtech solutions. In

the occurrence, Sébastien Arsac, co-founder of L214, stated that: *"For people who do not are not ready to stop eating meat, Cultured meat may be a solution."*

Before adding that: *"When we defend the animals and that there are scientists who are working on alternatives that allow to avoid sending billions of animals to the slaughterhouse every year, developing in cultured meat lab, i understand that animal protection associations can look at this alternative favorably and may want to push."*

The strategy of food uprooting involves changing food habits and perceptions that make foodtech products acceptable and desirable . This involves sustained media and scientific propaganda . GFI is cited and supported by the New York Times, its president Bruce Friedrich also writes opinion pieces, for example in the Wall Street Journal. He has also financed several Democratic candidate campaigns, including Hillary Clinton. Other leading members of GFI have had professional ties to the center-left American political environment, financing both the Democratic and Republican parties. Actor Leonardo DiCaprio, asked to finance Memphis Meats, displayed his commitment against animal farming and in favor of plant-based meat in 2017. Articles in influential publications, such as National Geographic, praise the potential benefits of cellular meat. Normative facilitation relies on political lobbying.

We have seen organizations like GFI or Greenpeace play an influential role in guiding food policies, to promote the development of alternative proteins. These actions aim to obtain subsidies and regulatory changes favorable to the foodtech industry. In addition, educational and awareness campaigns are deployed to promote the acceptance of new food technologies. The GFI collaborates with universities to fund research on alternative proteins, thus consolidating the scientific and academic anchoring of foodtech. **The final profitability of foodtech products is facilitated by the creation of attractive brands and marketing campaigns.** Impossible Foods and Beyond Meat are examples of brands that succeed in establishing themselves in

consumers' minds through aggressive marketing campaigns and partnerships with fast food chains. These strategies help position foodtech products not only as viable alternatives but also as premium food choices.

These are fully ideological marketing campaigns.

of the food shift at work The main beneficiaries are those who will control the foodtech industry, mainly American companies that are dominant in the market and who benefit from this transformation. The victims of this shift are traditional livestock farming, which will lose significant market share to the competition from techno-meat. In addition, **the food sovereignty of countries like France, with well-established food traditions,** will be at stake.

anchored, could be compromised by the domination of these new food technologies. Finally, democracy suffers from this imposed choice of a new food system, and less fortunate consumers could find themselves marginalized, not having access to the luxury products of foodtech while they are forced to consume other

cheaper and lower quality foodtech products.

Foodtech's all-out communication strategy is a show of force to reshape the global food landscape. By playing on cultural perceptions, regulations and economic dynamics, this industry seeks to transform

radically change our eating habits, in favor of a progressive and technological vision of food.

Conclusion

The acceleration of the development of artificial meat is motivated by both ideological and economic reasons. Anti-speciesists, convinced of their moral superiority, are leading a real international propaganda campaign for the abandonment of animal proteins in the world's diet.

This food crusade relies on an unexpected and dangerous alliance with tech billionaires, mainly from Silicon Valley, who see food as a new market to dominate.

These American investors, already familiar with disruptive models, are seeking to impose cellular meat as a mass innovation, thus creating a global monopoly. Their massive investments, initiated in the United States, are now being deployed throughout the world, including in France, where we find similar profiles, such as X. Niel.

This collusion of interests between anti-system ideologues and unbridled capitalism threatens the common good. Together, they are paving the way for global food dependency, reducing "food freedom" and increasing segregation between those who can afford quality food and the others, left with laboratory alternatives.

This process marks the end of traditional livestock farming and age-old food cultures. The transition to an artificial diet disconnected from life is nothing less than a civilizational rupture, which raises crucial questions about the future of our relationship with the earth, nature and the sovereignty of peoples.

Index of acronyms

ACE : Animal Charity Evaluator

CEA : Center for Effective Altruism

CIWF : Compassion In World Farming

EAF : Effective Altruism Funds

FAF : Farmed Animal Funders

FAIRR : Farm Animal Investment Risk &
Return

GFI : The Good Food Institute

INRAE : National Research Institute for Agriculture,
Food and the Environment

And

OPP : Open Philanthropy Project

PETA : People for the Ethical Treatment of
Animals

WAI : Wild Animal Initiative

Annexes

Risk analysis methodology

(a) Establishment of the risk matrix for French farms

The study of threats led us to gather the actions of the associations according to the typology next:

Vol	Theft is the act of taking someone else's property, either by force or without their knowledge.
Degradation	Damage to the integrity of equipment, without resulting in permanent decommissioning.
Destruction	Permanent decommissioning of an asset.
Public denunciation	Public denunciation is understood in the context of our study as all actions aimed at denouncing the situation, the practices or the conformity of an operation with rules normative, legal or ethical, in a concerted or non-concerted manner, individually or collectively, based on facts or not. These actions aim to rally the general public to the cause defended.
Normative	Action with a normative or legislative aim aimed at political decision-makers.

The assets of a farm to be protected in a farm have been identified according to the following categories: infrastructure, livestock, jobs, agricultural inputs and tools, image and reputation, traditions and know-how.

From this confrontation, the following matrix is born:

Assets to protect/Me you are born	Vol	Degradation	Destruction	Public denunciation	Normative
Infrastructure s		Material damage	Material destruction	Failure to comply with standards	Request for standards more severe on infrastructure
Livestock Theft of animals				Denunciation of the consequences of breeding on animals and the environment	Tightening of legislative constraints on livestock farming
Job		Degradation of working conditions	Closure of sites	Criminalization of vocations	
Inputs and agricultural tools	Vol of equipment s	Degradation equipment s	Destruction equipment on the s environment	Denunciation of consequences of the use of equipment	New restriction on the use of inputs and tools agricultural
Image and reputation	Vol d'images	Damage to the reputation of the operation			
Traditions and know-how				Creating a narrative around breeding practices	Implementation of standards to prohibit certain practices resulting from French know-how

Financier		Blockage leading to shutdown temporary activities	Legal action resulting in the site closure	Boycott campaign	Development of standards binding tax laws
------------------	--	---	--	------------------	---

Some boxes remain empty because there are no risks resulting from the confrontation of the assets to be protected and threats.

(b) Analysis of the nuisance power of the risk

To estimate the danger, we first evaluated the probability occurrence of a destabilizing action.

Occurrence criterion	Improbable	Rare	Frequent	Certain
Note	0	1	2	3

Similarly, the seriousness of an action is established according to its impact on integrity of the target operation in any way.

Severity of criterion	Without consequence	Non-serious consequences	Serious consequences	Lethal consequences
Note	0	1	2	3

The combination of these two criteria indicates the harmful power of an action.

However, we must point out that each methodology has its limits. In the case present, 3 limits must be noted.

- (1) The ratings given on the seriousness of an action were assigned according to criteria of perception and damage to the resilience of a farm. Therefore, the characterization of gravity has a dose of subjectivity.
- (2) Public affairs field notes are distributed according to a logic of advocacy, and not a logic of results. This bias is explained by our desire to highlight the activism and harassment of actors around a cause in order to make it obvious rather than real success. This results in an underestimation of organizations traditional welfarists obtaining results (FNE, LFDA), for the benefit of the actors proactive. This position is justified by the desire to give this matrix a value prospective and to promote organizations proposing new subjects of clashes.

- (3) The final scores of the organizations are weighted according to an equitable distribution in the severity of the fields of conflict (field, media, public affairs). It is then considered that it weighs an equivalent weight in the attack on the integrity of the operations.



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